PROGRAM OF STUDY in COMMUNICATION (40 credit hours)

All students must complete the following core and elective credits, then complete the requirements in one area of specialization:

**CORE (16 hours)**

- CMM 1000: Human Communication and Culture (3)
- CMM 2400: Media and Society (3)
- CMM 1200: Public Speaking (3)
- CMM 2000: Communication Theory (3)
- CMM 2400: Media and Society (3)
- CMM 2800: Communication Research (3)
- CMM 2500: Media and Society Lab (1)

**ELECTIVES: Select any two courses (6 hours)**

**ADVERTISING AND PUBLIC RELATIONS**

- **WRITING (6 hours)**
  - 2100: Journalism: News Writing - and -
  - 3610: Writing for Public Relations - or - 3710: Advertising Writing and Production
- **FOUNDATIONS:** Select one (3 hours)
- **PRODUCTION PRACTICES AND APPLICATIONS:** Choose two (6 hours)
  - Any Communication course designated as a production/technology course may be taken to fulfill this requirement. (See Ad/PR faculty for suggested courses)
- **RESEARCH/APPLICATIONS:** Select one (3 hours)
  - 4600: Integrated Communications Campaigns - or - 4700: Advertising Research and Strategic Planning

**COMMUNICATION, CULTURE, AND COMMUNITY**

- **WRITING (3 hours)**
  - 2120: Message Design
- **FOUNDATIONS (9 hours)**
  - Required: 3300: Intercultural Communication
  - Choose 6 hours from:
    - 3840: Analysis of Popular Culture
    - 4050: Theories of Persuasion
    - 4300: Gender and Communication
    - 4220: Conflict Mediation and Negotiation
    - 4320: Communicating Across Racial Divides
    - 4430: Culture, Technology, and Communication
- **PRODUCTION PRACTICES AND APPLICATIONS (3 hours)**
  - Any Communication course designated as a production/technology course may be taken to fulfill this requirement.
- **RESEARCH/APPLICATIONS (3 hours)**
  - 4960: Senior Capstone

**LEADERSHIP, ORGANIZING, AND RELATING**

- **WRITING (3 hours)**
  - 2120: Message Design
- **FOUNDATIONS (9 hours)**
  - Choose 6 hours from:
    - 3000: Interpersonal Communication
    - 3200: Organizational Communication
    - 4200: Leadership and Teams
  - Choose 3 additional hours from courses above or below:
    - 3090: Health Communication
    - 3300: Intercultural Communication
    - 3800: Interviewing and Listening
    - 3808: Sport Communication
    - 4000: Family Communication
    - 4210: Organizational Culture
    - 4220: Conflict Mediation and Negotiation
    - 4240: Training and Development
    - 4300: Gender and Communication
    - 4430: Culture, Technology, and Communication
- **PRODUCTION PRACTICES AND APPLICATIONS (3 hours)**
  - Any Communication course designated as a production/technology course may be taken to fulfill this requirement.
- **RESEARCH/APPLICATIONS (3 hours)**
  - 4960: Senior Capstone
JOURNALISM AND MEDIA STUDIES

WRITING (3 hours)
2100: Journalism: News Writing

FOUNDATIONS (6 hours)
Choose 6 hours from:
3420: Literary Journalism
3440: Media Ethics
3840: Analysis of Popular Culture
4350: Stereotyping and Bias in the Media
4440: History of Journalism

PRODUCTION PRACTICES AND APPLICATIONS (3 hours)
Any Communication course designated as a production/technology course may be taken to fulfill this requirement.

RESEARCH/APPLICATIONS (6 hours)
Choose 6 hours from the courses below; at least 3 hours must be a writing course (*)
3110: Feature Writing
3120: Media Scriptwriting
3130: Editorial and Opinion Writing
3140: Essay Writing
3150: Reviewing the Arts
3160: Editing
2550: Photojournalism
2560: Graphic Design Production
3560: Publication Design
3800: Interviewing and Listening
4100: Multiplatform Journalism
4106: Editing
4810: Digital Storytelling

2120: Message Design - or - 2100: Journalism: News Writing

FOUNDATIONS (12 hours)
Choose 1 foundations course for 3 of the 5 areas listed here:
Public Communication and Dialogue:
3050: Argumentation and Debate
3060: Political Communication
4050: Theories of Persuasion

Leadership, Organizing, and Relating:
3000: Interpersonal Communication
3200: Organizational Communication
4200: Leadership and Teams

Advertising and Public Relations:
3600: PR Principles and Practices
3700: Advertising Principles and Practices

In addition, choose an additional 3 hours from any of the foundations courses listed above.

PRODUCTION PRACTICES AND APPLICATIONS (3 hours)
Any Communication course designated as a production/technology course may be taken to fulfill this requirement.

JOURNALISM AND MEDIA STUDIES

WRITING (3 hours)
2100: Journalism: News Writing

FOUNDATIONS (6 hours)
Choose 6 hours from:
3420: Literary Journalism
3440: Media Ethics
3840: Analysis of Popular Culture
4350: Stereotyping and Bias in the Media
4440: History of Journalism

PRODUCTION PRACTICES AND APPLICATIONS (3 hours)
Any Communication course designated as a production/technology course may be taken to fulfill this requirement.

RESEARCH/APPLICATIONS (6 hours)
Choose 6 hours from the courses below; at least 3 hours must be a writing course (*)
3110: Feature Writing
3120: Media Scriptwriting
3130: Editorial and Opinion Writing
3140: Essay Writing
3150: Reviewing the Arts
3160: Editing
2550: Photojournalism
2560: Graphic Design Production
3560: Publication Design
3800: Interviewing and Listening
4100: Multiplatform Journalism
4106: Editing
4810: Digital Storytelling

2120: Message Design - or - 2100: Journalism: News Writing

FOUNDATIONS (12 hours)
Choose 1 foundations course for 3 of the 5 areas listed here:
Public Communication and Dialogue:
3050: Argumentation and Debate
3060: Political Communication
4050: Theories of Persuasion

Leadership, Organizing, and Relating:
3000: Interpersonal Communication
3200: Organizational Communication
4200: Leadership and Teams

Advertising and Public Relations:
3600: PR Principles and Practices
3700: Advertising Principles and Practices

In addition, choose an additional 3 hours from any of the foundations courses listed above.

PRODUCTION PRACTICES AND APPLICATIONS (3 hours)
Any Communication course designated as a production/technology course may be taken to fulfill this requirement.

**Prerequisites for CMM 4910: Internship include junior class standing, completion of the core courses, completion of writing course for student's area of study (either CMM 2100 or CMM 2120), a 2.65 overall GPA, and a 2.85 GPA in communication courses.